



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Escambia, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	32.1%	Population		37,905	37,380
Rural Bypasses	19.2%	Households		14,431	14,382
Heartland Communities	16.4%	Families		9,991	9,780
Rooted Rural	7.7%	Median Age		38.2	39.4
Modest Income Homes	5.8%	Median Household Income		\$32,864	\$36,006

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	53	\$1,466.38	\$21,161,335
Men's	55	\$275.15	\$3,970,696
Women's	52	\$495.62	\$7,152,254
Children's	62	\$270.53	\$3,904,057
Footwear	48	\$242.58	\$3,500,678
Watches & Jewelry	50	\$99.69	\$1,438,624
Apparel Products and Services ¹	56	\$82.81	\$1,195,026
Computer			
Computers and Hardware for Home Use	56	\$122.37	\$1,765,902
Software and Accessories for Home Use	52	\$15.43	\$222,705
Entertainment & Recreation	63	\$2,146.51	\$30,976,311
Fees and Admissions	49	\$296.59	\$4,280,135
Membership Fees for Clubs ²	51	\$80.14	\$1,156,495
Fees for Participant Sports, excl. Trips	51	\$57.68	\$832,352
Admission to Movie/Theatre/Opera/Ballet	46	\$69.14	\$997,715
Admission to Sporting Events, excl. Trips	51	\$29.31	\$423,026
Fees for Recreational Lessons	46	\$60.32	\$870,547
TV/Video/Sound Equipment	63	\$735.03	\$10,607,174
Community Antenna or Cable Television	68	\$452.72	\$6,533,200
Color Televisions	55	\$75.71	\$1,092,568
VCRs, Video Cameras, and DVD Players	62	\$24.18	\$348,893
Video Cassettes and DVDs	63	\$38.05	\$549,034
Video Game Hardware and Software	61	\$20.11	\$290,174
Satellite Dishes	64	\$0.99	\$14,247
Rental of Video Cassettes and DVDs	60	\$35.77	\$516,256
Sound Equipment ³	53	\$84.07	\$1,213,254
Rental and Repair of TV/Sound Equipment	59	\$3.43	\$49,548
Pets	72	\$317.91	\$4,587,727
Toys and Games	65	\$118.04	\$1,703,411
Recreational Vehicles and Fees ⁴	74	\$336.53	\$4,856,497
Sports/Recreation/Exercise Equipment ⁵	59	\$137.07	\$1,978,094
Photo Equipment and Supplies ⁶	60	\$82.23	\$1,186,615
Reading ⁷	58	\$123.11	\$1,776,658
Food	64	\$5,413.20	\$78,117,830
Food at Home	66	\$3,327.51	\$48,019,276
Bakery and Cereal Products	66	\$476.72	\$6,879,592
Meat, Poultry, Fish, and Eggs	68	\$893.60	\$12,895,548
Dairy Products	66	\$363.76	\$5,249,484
Fruit and Vegetables	62	\$540.86	\$7,805,090
Snacks and Other Food at Home ⁸	67	\$1,052.56	\$15,189,562
Food Away from Home	62	\$2,085.69	\$30,098,554
Alcoholic Beverages	56	\$345.77	\$4,989,738
Nonalcoholic Beverages at Home	69	\$302.20	\$4,361,051



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	39	\$587.18	\$8,473,665
Vehicle Loans	74	\$4,531.11	\$65,388,517
Health			
Nonprescription Drugs	71	\$86.94	\$1,254,668
Prescription Drugs	85	\$488.96	\$7,056,175
Eyeglasses and Contact Lenses	66	\$55.06	\$794,638
Home			
Mortgage Payment and Basics ⁹	54	\$4,667.59	\$67,358,020
Maintenance and Remodeling Services	55	\$1,092.00	\$15,758,618
Maintenance and Remodeling Materials ¹⁰	72	\$271.53	\$3,918,491
Utilities, Fuel, and Public Services	69	\$3,005.01	\$43,365,346
Household Furnishings and Equipment			
Household Textiles ¹¹	57	\$79.58	\$1,148,362
Furniture	54	\$346.47	\$4,999,921
Floor Coverings	51	\$46.13	\$665,632
Major Appliances ¹²	67	\$197.80	\$2,854,469
Housewares ¹³	58	\$60.86	\$878,251
Small Appliances	66	\$24.31	\$350,772
Luggage	47	\$4.84	\$69,846
Telephones and Accessories	56	\$26.79	\$386,642
Household Operations			
Child Care	47	\$197.25	\$2,846,521
Lawn and Garden ¹⁴	76	\$340.83	\$4,918,487
Moving/Storage/Freight Express	54	\$28.68	\$413,930
Housekeeping Supplies ¹⁵	68	\$525.34	\$7,581,218
Insurance			
Owners and Renters Insurance	71	\$341.55	\$4,928,883
Vehicle Insurance	66	\$964.33	\$13,916,284
Life/Other Insurance	69	\$441.06	\$6,364,964
Health Insurance	75	\$1,467.90	\$21,183,246
Personal Care Products ¹⁶	63	\$298.95	\$4,314,085
School Books and Supplies ¹⁷	58	\$70.53	\$1,017,775
Smoking Products	80	\$387.58	\$5,593,132
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	72	\$4,139.59	\$59,738,477
Gasoline and Motor Oil	73	\$1,490.75	\$21,512,943
Vehicle Maintenance and Repairs	63	\$674.60	\$9,735,127
Travel			
Airline Fares	48	\$194.58	\$2,808,001
Lodging on Trips	56	\$228.45	\$3,296,764
Auto/Truck/Van Rental on Trips	44	\$19.19	\$276,926
Food and Drink on Trips	57	\$269.76	\$3,892,911

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.